

### RETAILER

## 30 “We serve a premium niche in food & home needs retailing”

Hyderabad-based Q-Mart has changed the retail landscape of the city by being the first to introduce gourmet, organic and speciality food categories, way back in 2001. Its promoters have also brought in new concepts in merchandising and technology, all of which have helped the store build a large base of customers.



**B.V.K. Raju**  
Promoter, Q-Mart Retail Ltd.



### 44 INTERVIEW

**“Munchon’s products appeal”**  
Manoj Gupta of AFP Manufacturing Co. Pvt. Ltd speaks about how his company is looking to scale in the days ahead.

### 46 ONLINE RETAIL

**Bringing more variations in superfoods**  
Zain Virjee, Founder of Dryfruit Mart speaks about the opportunities and challenges of online food retailing and his plans for ramping up business.



### 48 ALMOND MILK

**The healthy dairy alternative for you and family**  
Growing awareness about the health benefits of almond milk is making it one of the more popular dairy alternatives.

### 52 APP QUEST

**App Quest**  
Success has been spotty, but progress is being made.



### IN EVERY ISSUE

#### 56 COLUMN

New mantra for retail – social media, personalization...

### 08 MARKET UPDATE

#### World Food India

The three-day event turned out to be a good platform to network and collaborate with Indian and international businesses.



### 12 SUPPLIER

#### Pioneers in eggless bakery

Lovely Bake Studio is ramping up its pan-India presence and has also started exporting to the Middle East, Hong Kong and Australia.

### 14 GST-VIEWS

#### F&G sector bats for easier compliance burden

Three prominent members of the industry to offer a sense of the sector’s comfort level in dealing with GST.

### 18 GST-IMPACT

#### GST is bringing a sea change in the FMCG sector

FMCGs will be the first industry to feel the positive impact of GST.

### 20 ECOMMERCE

#### The Fantastic Four

Doubling down on ecommerce for future success.

### 24 RETAILING LESSONS

#### How to make big payoffs from execution of great concepts

India Retail Forum feted retailers that have introduced unique retailing concepts and showed excellence in execution strategy.

### 34 INTERVIEW

#### “We can create synergies”

India and Peru are looking for the internationalization of their companies with the aid of strategic partners in the food and beverage industry where the two companies share many complementarities.

### 40 FUNCTIONAL FOOD

#### Nutraceuticals

The nutraceuticals market is becoming a strong pillar of the health and wellness revolution.